HHS Brand Guide

Being a Champion for Health and Human Services in Texas

FIRST EDITION

This brand guide is part of an ongoing, consolidated effort to achieve cohesive messaging across all parts of the Texas Health and Human Services system.

TEXAS
Health and Human Services

Texas Health and Human Services is a champion of health, human and protective services for residents, caregivers, community partners and the general public.
The services HHS provides are responsive and comprehensive.

Table of Contents

A brand is a person's collected experiences of an organization with a certain name. Everything someone remembers from communications, advertising, personal interactions and what other people say is the brand for that organization.

The HHS Brand

This brand guide covers the creation and management of the Texas Health and Human Services (HHS) brand and the expression of identities for all agencies, programs and services. The goal of this guide is to provide consistent messaging and a cohesive look and feel across all of HHS.

Per Senate Bill 200, 84th Texas Legislature, 2015, HHS should look and feel like one system with unified parts.

HHS provides comprehensive public services to the residents of Texas through a unified collection of agencies that together are the champion of health, human and protective services in Texas.

HHS is the main brand and represents all agencies within the system. This monolithic hierarchy presents a cohesive and consistent image to clients, caregivers, community partners and the general public.

The HHS brand is a Champion brand. HHS takes pride in its ability to affect people's lives using the skills and experience of its employees.

To ensure that the image of HHS as a Champion is consistently reinforced, all communications should follow the style established in this guide.

Positioning Statement

A good positioning statement identifies the programs and services an organization provides, the clients and beneficiaries of those programs, and the single most important difference between that organization and alternative options.

HHS Positioning Statement

Who:	Texas Health and Human Services	**Against whom:**	Unlike smaller local government or niche service providers,
What:	is a champion of health, human and protective services for	**Different how:**	Texas Health and Human Services provides the most comprehensive set of public services to
For whom:	residents, caregivers, community partners and the general public	**So what:**	be responsive when needed.
Where:	in the state of Texas.		

Brand Pillars

The elements that support the positioning statement are collectively known as the brand pillars. Brand pillars are descriptive of processes, attributes or relationships that make an organization uniquely and best suited to deliver on the positioning statement.

Six Brand Pillars for HHS

HHS and its staff are:

1. Transparent
2. Broad
3. Deep
4. Skilled/Experienced
5. Accountable
6. Responsive

The attributes described in these pillars should be threaded into every communication with the public to reinforce the unique value that HHS offers to clients and the community.

Brand Foundation

HHS Brand Structure – Monolithic

The HHS monolithic brand structure illustrates the brand hierarchy, so employees and clients understand how the different levels within HHS relate to each other.

The structural hierarchy of the HHS brand is known as a monolithic brand structure.

In a monolithic brand structure, a single overarching brand is used. In this structure, agencies, programs and services may be defined by their specific lines of business but will still carry the top-level branding.

Monolithic branding structures offer many specific advantages. Most notably, monolithic branding creates a perceptual tie between all the programs offered by an organization. Multiple services can be efficiently promoted with a single advertisement or campaign.

Monolithic branding also facilitates new program introductions by leveraging existing brand equity. This "halo effect" can help clients accept new services. However, monolithic brands must also maintain consistent quality as the quality of any one service can affect the entire brand.

The Monolithic Brand Structure

MONOLITHIC	ENDORSED	FREE-STANDING	HYBRID
(FedEx, GE)	(Marriott, 3M)	(Procter & Gamble)	(Coca Cola)
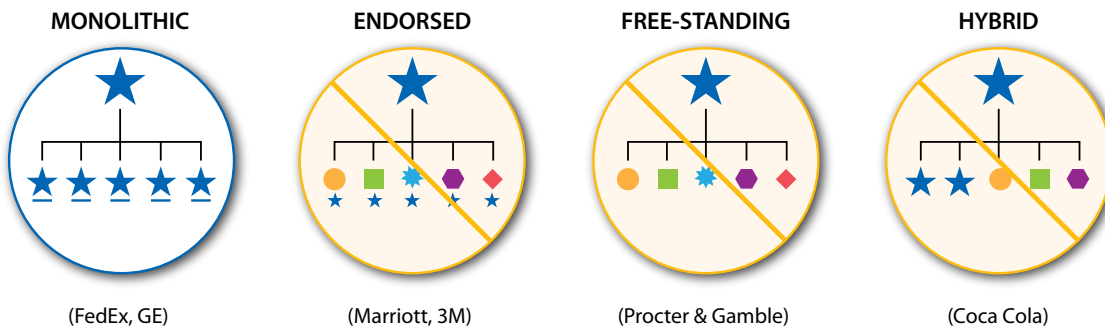
Logo Use in a Monolithic Brand Structure

In a monolithic brand structure, nearly all the weight of identity should be carried by the main mark. The HHS logo should be the main mark on HHS communications.

The HHS logo should be the only logo used, with a few approved exceptions (see Logos, p. 13).

Agency or program names may be included as text in a logo lockups; however, programs cannot include their own visual mark or icon. In most cases, a lockup logo will not be required.

Monolithic Brand Structure

The best treatment
for high-risk pregnancies?
Referrals.

Case Management for Children and Pregnant Women

When she needs support during her pregnancy, refer her to case management services, a Medicaid benefit for high-risk pregnant women and children birth through age 20.

CASE MANAGEMENT

Case managers help patients navigate the health system by coordinating access to care related to their health conditions.

To refer your patient, call Texas Health Steps **1-877-THSteps** or visit *dshs.texas.gov/caseman*

DO Use the HHS logo as the main mark on communications to maintain the structure. In this example, programs names are connected to the HHS logo in a lockup. This helps illustrate hierarchy, but is not always necessary.

DON'T Do not use program logos. In a monolithic brand structure, it is not appropriate for subsidiaries to create and include their own sub-brand mark with the main brand mark. In this example, the HHS logo is hard to see and the relationship with the other logos is unclear.

Brand Foundation

HHS Brand Archetype – The Champion

Archetypes are useful in branding because they give brands a familiar, emotional and defined persona.

The archetype that defines brand communications for HHS is known as "The Champion."

The Champion wants to make the world a better place and works hard to achieve that goal. As a Champion, HHS works hard to improve the health and quality of life for Texans.

HHS also encourages people to become *champions* of their own health.

HHS as the Champion

The Champion is courageous and takes action to bring about change.

The Champion
• Helps people act faster, stronger or better.
• Is tough, resilient and effective.
• Is spirited.
• Has a clear mission.
• Helps people perform at their upper limit.
• Considers its strength to be the ability to do a hard job efficiently and well.
• Has a client base of people who identify themselves as good moral citizens.
• Addresses a major problem and asks people to step up to address it.
• Believes in teamwork and the strength of working as a team.

Key Words
• Team/teamwork
• Hard work
• Focus
• Energy
• Bravery
• Challenge
• Triumph
• Ambitious
• Determination
• Courage

Examples of HHS as the Champion

Euismod tincidunt
ametaliguam dolore
adipiscing elit, volutp.

Texas Health and Human Services
LOREM IPSUM

Our Mission

- Enhances employees awareness
  of ethics laws, policies
  and principles.
- Is a resource for employees
  to see guidance and
  raise concerns.
- Elevates ethics as part
  of everyday conversation.
- Provides resources
  to foster fairness and
  impartiality in the
  work place.

TEXAS
Health and Human
Services

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nd Human Services

M IPSUM

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dolor sit amet, consectetuer adipiscing elit,
sed diem nonummy nibh.

TEXAS
Health and Human
Services

COMMUNITY CARE SERVICES

There are many services
available to assist
older Texans and
people with disabilities.

- **Attendant care**
- **Home-delivered meals**
- **Emergency response services**
- **Day activity and health services**
- **In-home and family support**
- **Residential care**

Region 4/5 • East Texas Area

1-877-317-2121

www.hhs.texas.gov

TEXAS
Health and Human
Services

Consectetuer Adipiscing

*Lorem ipsum dolor sit amet,
consectetuer adipiscing
elit sed diem erat*

TEXAS
Health and Human
Services

Lorem ipsum dolor sit amet, consectetuer
www.hhs.texas.gov • 512-555-1234

TEXAS
Health and Human Services

ABOUT HHS   SERVICES   DOING BUSINESS WITH HHS   LAWS & REGULATIONS   CONTACT

Search

We are Health and Human Services

Accountable. Responsive. Transparent. These are the values that guide
HHS when providing health, protective and social services to millions
of qualified Texans.

**You Served
Your Country.**
Now let us serve you.
Visit the Texas Veterans Portal

LEARN ABOUT YOUR BENEFITS

**Don't be in the dark
about child care.
Get informed.**
Check the state records.

FIND TEXAS CHILD CARE

**Help for Older
Adults and People
with Disabilities.**
• Talk to a trained professional.
• The call is free.

CALL 1-855-937-2372

Communications

The HHS Style

Written and visual communications in the HHS style should follow the brand pillars of being transparent, broad, deep, skilled or experienced, accountable and responsive.

Writing for the Champion

Champion keywords should inspire the tone of HHS communications. Client materials should be clear, concise and specific, utilizing plain language principles. Materials should educate and empower, rather than convince through emotional appeals.

All communications should follow The Associated Press Stylebook, using The Gregg Reference Manual and Webster's New World College Dictionary for topics not covered by AP.

Appropriate Tone

- Communicate in a confident, energetic tone.
- Be direct.
- Use simple language and avoid fluff.
- Consider writing in the second person (you, your).

- Include active adverbs and present tense. (Making life better.)
- Use imperative/command phrases and specific calls to action.

Inappropriate Tone

- Avoid language that depicts people as "downtrodden" or "needy."
- Avoid humor, including making jokes or puns.
- Avoid "cute" language that could take away from the serious nature of the need or services being depicted.

- Avoid using figures of speech; be specific.
- Avoid acronyms, jargon, long sentences or complex language.
- Avoid shaming language.

Examples

DO	Use key words, and focus on overcoming challenges through determination and hard work.

At HHS, we work hard to improve health and quality of life for people — individuals and families — in Texas. The challenges are great, but with focus and teamwork, we will provide each Texan the services they need.

DON'T	Don't use a passive tone that lacks energy or confidence. Don't depict clients as downtrodden.

We at HHS care about people who are suffering. Needy Texans can be connected to services that might help them.

DO	Use positive, non-shaming language to show readers they have options while still promoting the targeted behavior.

Breastfeeding, when possible, is the healthiest choice for the child. Mothers who cannot breastfeed should discuss options with their health care provider.

DON'T	Do not inadvertently shame people who do not or cannot carry out a promoted behavior.

Good mothers always breastfeed to make their child healthy.

Person-First Language

House Bill 1481, 82nd Texas Legislature, 2011, requires HHS to use person-first language.

All publications, rules, reference materials and electronic media must use person-first preferred terms and phrases.

People with disabilities are, first and foremost, people.

Person-first respectful language emphasizes each person's value, individuality and capabilities.

Materials should focus on the person rather than the disability to reduce stereotypes, negative assumptions and generalizations.

- Emphasize abilities, not limitations. For example, "A man who walks with crutches," not, "He is crippled."
- Tell what a person has, not what a person is. For example, "He has a learning disability," not, "He is learning disabled."
- Avoid negative words that imply tragedy or evoke pity, such as "afflicted with," "suffers from," "victim of," "prisoner of" and "unfortunate."

- Do not use the word "special," such as "special schools" or "special bus," as this can imply segregation.
- Avoid euphemisms such as "physically challenged," "inconvenienced," "differently abled," "handicapable" or "disAbility."
- Even language unrelated to disabilities should be considerate to avoid negative connotations.
- When possible, avoid the word "individual" unless it is explicitly defined at the beginning of the text or used to distinguish people in groups from people individually. Instead, use "person" or "people." Population-specific terms are also acceptable, such as "children," "youth," "older adults," "men" or "women."
- Avoid or include definitions for the terms "claimants," "recipients," "beneficiaries," and "consumers." In certain contexts, these terms may carry negative connotations either in English or Spanish. "Participants" or "applicants" are acceptable terms when the distinction is needed.

Examples of Respectful, Person-First Language

USE Person-first respectful language

- People, person, resident, applicant or person receiving services
- People with disabilities, a person with a disability
- People with intellectual disabilities (ID), people with intellectual and developmental disabilities (IDD)
- People who are blind, people with visual impairments, people who are deaf, people with hearing impairments
- People who are older, older adults
- People who have paraplegia, people diagnosed with mental illness
- People who use wheelchairs, a person who uses a wheelchair
- Accessible buses, bathrooms, etc.
- Reserved parking for people with disabilities

AVOID Terms with negative connotations

- Client, consumer, patient, case, individual
- The disabled, handicapped, crippled
- The intellectually disabled, mentally retarded, people with mental retardation
- The blind, the deaf
- Old people, old men or women, senior citizens, the elderly
- Paraplegic, afflicted with, suffers from, a victim of
- Confined to a wheelchair, wheelchair bound
- Handicapped buses, bathrooms, etc.
- Handicapped parking

Designing for the Champion

Designs for printed communications should support and amplify the written content. The priority should be to communicate the message clearly, avoiding elaborate designs that overwhelm the message. Simple is best to communicate clearly to the public.

Artwork and photos selected should respect the dignity of all Texans. Avoid using unflattering shots or poses that imply dependency or oppression. Pay attention to all the photos in a publication and how the combination and juxtaposition of people depicted may be interpreted.

Appropriate Visuals

- Use bold, high-contrast designs and imagery.
- Use layouts with strong colors and definitive lines and shapes.
- Convey the Champion through photos or by using "headlines as heroes."
- Depict the result of the help HHS provides, and avoid imagery that depicts a client as "downtrodden" or "needy."

- Use Champion imagery:
  - Obvious imagery includes overcoming obstacles, fast movement, accomplishing tasks and empowerment.
  - Subtle imagery includes showing the functional over the lavish and prioritizing motion and progress over stationary imagery.

Accessibility

Under federal and state laws, HHS agencies must provide meaningful access to programs, services and activities for people with disabilities or limited English proficiency. For instance, all client materials must be translated into Spanish, and both printed and web designs should be accessible, so the target audience can extract and understand the information presented. To be accessible, designs should consider readability and legibility.

DO

- Test font and image contrast for web and printed accessibility (especially for materials that may be printed on office printers).
- Create materials with web and screen reader accessibility in mind.
- Use larger font sizes for older adults and people with visual impairments.
- Consider how hyphenation across line breaks can affect legibility.
- Use images and icons to draw attention to or emphasize important information.

DON'T

- Don't justify or center align large amounts of text. Left-aligning text with a ragged right edge increases readability.
- Don't put large amounts of text in all caps as this reduces legibility.
- Don't overuse italics or underlining, both of which can reduce legibility.
- Don't crowd a page with text, such as with small margins or reduced leading.

Logos

The HHS Logo

The HHS Logo consists of a stylized wreath and star with the words TEXAS Health and Human Services. This logo should appear on all external materials from any HHS program or agency.

The HHS logo should be easily identifiable as the main mark on any publications. It should not be hard to see, taken apart, distorted or changed. There are three official variations on the main HHS logo. Regardless of which version is used, the whole logo must appear (the icon plus the text).

Main HHS Logo – Color

This is the primary version of the logo and will be used in most instances.

HHS Logo Variations – Color

Banner:

Vertical flushed:

Vertical centered:

Logos

HHS Logo Variations — Solid

Standard:

TEXAS
Health and Human Services

Banner:

TEXAS
Health and Human Services

Vertical centered:

TEXAS
Health and Human Services

Vertical flushed:

TEXAS
Health and Human Services

Reversed:

TEXAS
Health and Human Services

External Logo Requests

Programs are often asked to provide a logo for an outside entity to use online or on printed materials. Remember that placing the HHS logo on materials from outside entities can imply that the materials were produced by HHS or that HHS is affiliated with the services provided by the outside entity.

Refer any requests for logos to HHS Media Services in the Office of Communications.

Staff in the unit can convey proper usage of the logo to the outside entity and determine if providing the logo is appropriate.

The HHS Social Media Profile Image

A profile image is available specifically for HHS social media pages. Because HHS Facebook, Twitter and YouTube pages will clearly have HHS branding and display the account name as "Texas Health and Human Services," a square, simplified logo may be used.

This profile image should not appear on any print materials or websites that are not clearly part of the HHS brand.

HHS

Logo Hierarchy

The logo hierarchy follows monolithic brand principles. While the basic version of the logo is always used, certain agencies or programs may need a lockup logo or co-branding.

Logo Lockups

- Agency names, program names or both can be added to a lockup logo.
- Fonts define hierarchy: Agency names are in Myriad Pro Bold Condensed and program names are in Myraid Pro Semibold Italic.

- Variations are available for horizontal, vertical, flushed left and flushed right formats.
- The program name should be the one most closely related to the subject matter. The simplest lockup should always be used.

Co-Branding

- Used for national-level or well-known programs and initiatives.
- Used when an external entity is promoting a program (see Program Logos, p. 18).

- Used for events co-sponsored by HHS and another entity.

Logos

Logo Usage – Guidelines

The HHS logo should be easy to recognize as the main identifying mark on any HHS communications. It should not be hard to see, taken apart, distorted or changed.

- The HHS logo must be used in whole (icon and text), with no additions, deletions, substitutions or modifications.

- Do not try to recreate the logo art. Original files can be obtained from HHS Media Services.

- Except for resizing, the logo must not be altered in any way.

- Resizing of the logo must be done proportionally by holding down the shift key. The logo should never be compressed or stretched to fit.

DO   Use one of the several official versions of the logo in its entirety.

DON'T   Don't add to, subtract from, resize or otherwise modify any part of the logo.

NO OTHER WORDS
Other words don't go here either.

Do not change the icon or put other words here.

DON'T   Don't stretch or condense the logo. (Logos can be resized proportionally by holding the shift key.)

Logos

- The color version of the logo must appear on a light background, preferably white, for optimum legibility without color distortion.
- Use the version of the logo that best contrasts with the background used.

- The logo should have generous margins of clear space around it. It should not be crowded by other elements or the edge of a page.
- The HHS logo should not be boxed, encircled with a line or otherwise crowded.

DO Use the version of logo that is easy to see on the background used.

DON'T Don't put the logo on a low contrast or busy background that makes it hard to see.

DO Provide generous margins of clear space around the logo, so it is easy to see.

There is a nice margin between the logo and the edge of the page.
Words and other elements do not crowd the logo here.

DON'T Don't box, encircle or otherwise crowd the logo. Do not place it close to the edge of a page.

Program Logos

In the HHS monolithic brand structure, the HHS logo should be the only logo used (see exceptions below). Program names may be included as text in a logo lockup (see Logos, p. 13), however, programs should no longer use their own unique logo. In some cases it may be possible to use icons from old program logos as art in a design. This is one way to tie existing materials to new materials.

DO Use the HHS logo as the main mark on HHS communications. Elements from old program logos may be used as art.

Fitness and nutrition is important at any age.

Physical activity and healthy eating are two very important steps you can take to age well and live well.

The Texas Health and Human Services Texercise program provides an array of free resources designed to help you be your best self.

The Texercise Handbook provides nutrition, fitness tips and exercises to help you adopt healthy habits.

Fit for the Health of It! exercise DVD uses easy-to-follow exercise routines to improve your strength, balance, endurance and flexibility.

Texercise fact sheets focus on fitness and nutrition topics to guide you to better health.

To request a free copy of the Texercise handbook or DVD go to www.texercise.com or call 800-889-8595

TEXAS
Health and Human Services

DON'T Don't use program logos.

TEXERCISE

Look Better, Feel Better, Keep Healthy With Texercise

The right diet and regular exercise can help you look and feel better and stay healthier. *Texercise can help.*

www.texercise.com

Exceptions

- State, national or federal program logos with more brand equity than the HHS logo (SNAP, CHIP, 2-1-1, etc.).

- Logos for programs promoted primarily through a third-party (STAR, STAR+PLUS, STAR Kids, etc.). For example, people are qualified for STAR+PLUS funds through HHS, but they would search for coverage through third-party providers who use STAR+PLUS to indicate available health plans.

- Logos for ombudsman programs (other than the HHS Office of the Ombudsman). Ombudsman programs must maintain independence as required by legislation. When appropriate, the HHS logo may be placed on the inside cover with a statement explaining the independence of the program within the system.

- Logos that are contractually required to be included on materials.

The Texas State Seal

In the HHS monolithic brand structure the top mark is the HHS logo. Using the Texas state seal like a logo to brand HHS as a state agency is not needed or appropriate.

In some cases, using the state seal as an image or like a watermark may be acceptable. The image of the seal — with its star, oak and olive branches — is consistent with the Champion archetype.

DO Use the HHS logo as the main mark on HHS communications. The Texas state seal, if used, must be used as an image or art, not a logo.

DON'T Don't use the Texas state seal like a logo on HHS publications and web pages.
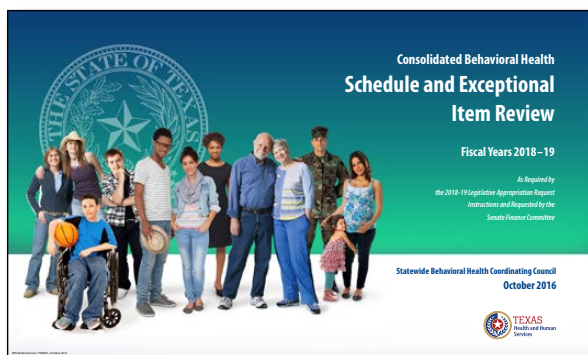
Color

Color Palette for the HHS Brand

The HHS Champion color palette draws on the strength of blue, red and yellow. They are the cornerstones of color, and the only hues that cannot be created by mixing other colors together.

Primary Brand Colors

Dependable Blue — Using blues as the dominant color, HHS presents itself as trustworthy, intelligent and an authority figure. Blue is the main color of HHS and has many shades to pull from in order to create visually interesting content.

Pure White — The proper use of white, or clear space, is important in design as it helps organize information and improves readability.

Secondary Brand Colors

These colors are used with the primary colors, but in lesser amounts, as an accent or to highlight important information.

Optimistic Yellow — As the color of optimism and enlightenment, yellow is a good contrast to blue. It should be used sparingly to quickly draw the customer's attention to important information or actionable items.

Powerful Red — An intense color, red known as a color of caution and warning, as well as enthusiasm and energy. It should be used sparingly.

Tertiary Brand Colors

These colors are sometimes used with the primary colors when a design doesn't need to be as heavily branded. They include darker and brighter shades of yellow and red. A blend of blue and yellow is also available as shades of green.

Logo Colors

TEXAS Health and Human Services

Pantone 287 C
CMYK: 100 . 87 . 21.12
RGB: 0 . 48 . 135
Hex#: 003087

Pantone 7621 C
CMYK: 20 . 100 . 95 . 12
RGB: 171 . 35 . 40
Hex#: ab2328

Pantone 7551 C
CMYK: 15 . 40 . 96 . 22
RGB: 180 . 126 . 0
Hex#: b47e00
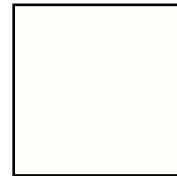
Essential Color Palette

Primary

Pantone 300
CMYK: 100 . 62 . 7 . 0
RGB: 0 . 92 . 185
Hex#: 005cb9

Pantone 287 C
CMYK: 100 . 87 . 21 . 12
RGB: 0 . 48 . 135
Hex#: 003087

White

Secondary • *Frequently used with the primary palette colors, but in lesser amounts.*

Pantone 284 C
CMYK: 54 . 22 . 0 . 0
RGB: 109 . 171 . 228
Hex#: 6dabe4

Pantone 306 C
CMYK: 80 . 4 . 5 . 0
RGB: 0 . 179 . 227
Hex#: 00b3e3

Pantone 7548 C
CMYK: 0 . 24 . 100 . 0
RGB: 255 . 198 . 0
Hex#: ffc800

Pantone 7621 C
CMYK: 20 . 100 . 95 . 12
RGB: 171 . 35 . 40
Hex#: ab2328

Tertiary • *Sometimes used with the primary palette colors, but in lesser amounts.*

Pantone 7551 C
CMYK: 15 . 40 . 96 . 22
RGB: 180 . 126 . 0
Hex#: b47e00

Pantone 7421 C
CMYK: 38 . 94 . 63 . 45
RGB: 106 . 27 . 50
Hex#: 6a1b32

Pantone 7545 C
CMYK: 77 . 60 . 44 . 26
RGB: 67 . 83 . 99
Hex#: 435363

Pantone Bright Red C
CMYK: 0 . 90 . 95 . 0
RGB: 255 . 58 . 30
Hex#: ff3a1e

Pantone 360 C
CMYK: 61 . 0 . 96 . 0
RGB: 108 . 192 . 74
Hex#: 6cc04a

Pantone 3272 C
CMYK: 100 . 3 . 50 . 0
RGB: 0 . 161 . 155
Hex#: 00a19b

Color

Accessibility

Accessibility plays a vital role when choosing colors. All possible color combinations within the color palette have been tested for accessibility. The color combinations indicated here should be accessible on most computers and printed materials; however, color contrast will vary depending on the printer and color profiles.

Below are guidelines for the use of text on colors from the palette to ensure that they are easy to read.* Although these combinations are accessible, not all are suitable for the HHS brand.

BLACK **B**	DARK BLUE **B**	MED BLUE **B**	RED **R**

LIGHT RED **R***	BURGUNDY **B**	BLUE GREEN **G***	GOLD **G***	GRAY **G**

WHITE **W**	YELLOW **Y**	WHITE **W**	YELLOW **Y***	BLACK **B**	BLACK **B**

WHITE **W**	YELLOW **Y**	BLACK **B**	DARK BLUE **B**	RED **R**	GRAY **G**	BURGUNDY **B**

WHITE **W**	YELLOW **Y**	WHITE **W***	WHITE **W***	BLACK **B**	BLACK **B**

WHITE **W***	BLACK **B**	WHITE **W**	YELLOW **Y**	GREEN **G***

Asterisk indicates a color combination that is only considered accessible with large text (minimum 14 pt. bold or 18 pt. regular). Normal text is not accessible.

Color

Color Gradients

Color Usage – Examples

DO Use shades of blue and white as the dominant colors in a design.
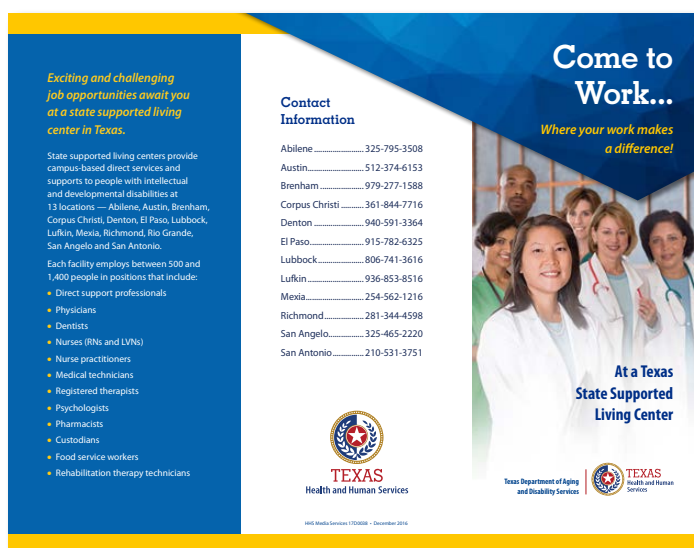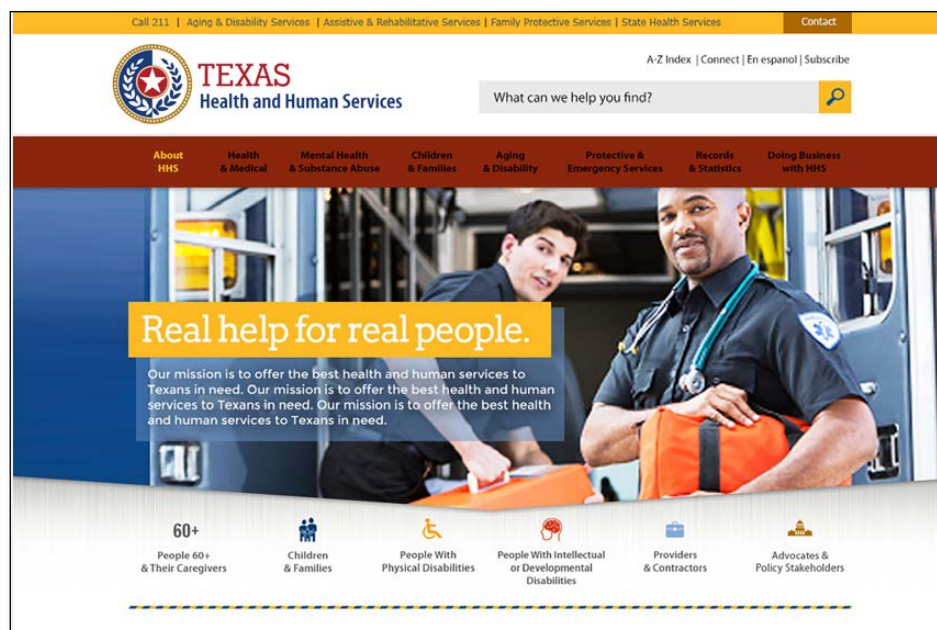
Color Usage – Examples

DO Use secondary and tertiary colors from the palette in lesser amounts to highlight important information.
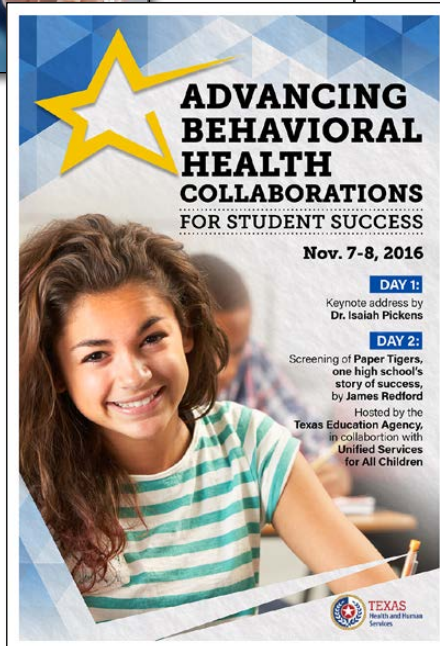
Color

DON'T Make blue a secondary color, clutter the page with too many colors, or use colors outside the palette.
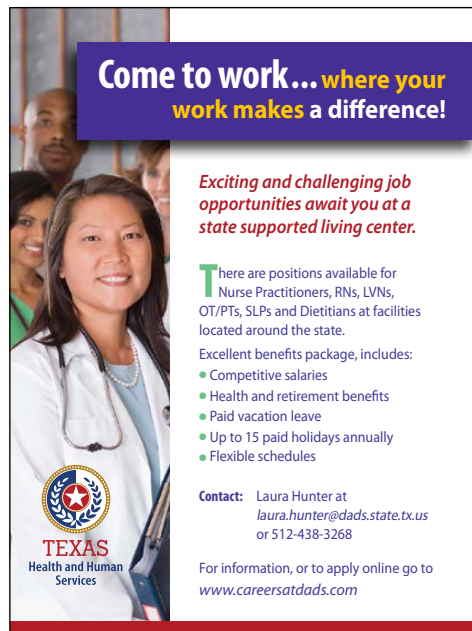
DON'T Overlay colors that are hard to read and would not pass accessibility testing.

Font Usage in the HHS Brand

The HHS brand relies on three collections of fonts: Formal, Informal and Universal. The fonts chosen for each collection are meant to embody the HHS Champion brand.

Titles and Headlines

Each collection has slab serif font options to use for titles and headlines. Slab serif fonts have weight and readability to grab a reader's attention. Italics should never be used in titles and headlines, because they reduce readability and connote softness instead of strength.

Headings and Body Copy

Each collection also has sans serif font families for use in headings and body copy. The sans serif fonts chosen have a relatable look.

In documents with dense text, it may be appropriate to use a serif font to improve readability. Each serif font family was also chosen to convey the approachable nature of the HHS brand.

Choose a collection based on the type of materials being produced and the target audience:

Formal: For high-profile reports, external communications and some client materials.

Informal: For most client materials and internal communications.

Universal: For documents created or viewed in Microsoft Office, email correspondence and memos.

Typography

Font Collections

Formal

Slab-serif fonts for titles, headlines and level-one headings (pick one)

Archer Bold

Arvo **/ Arvo Bold**

Memphis Medium /
Memphis Bold/
Memphis Extra Bold
(one or two word headlines only)

Sans serif fonts for level-one headings, subheads and body copy (pick one family)

Myriad Pro Family
(19 fonts)

Trade Gothic Family
(3 fonts)

Serif fonts for dense body copy (pick one)

Garamond

Minion Pro

Informal

Slab-serif fonts for titles, headlines and level-one headings (pick one)

Adelle

Museo Slab

Roboto Slab Regular /
Roboto Slab Bold

Sans serif for level-one headings, subheads and body copy (pick one family)

Aller family
(4 fonts)

Fira Sans family
(22 fonts)

PT Sans family
(6 fonts)

Rotis Sans Serif family
(6 fonts)

Serif fonts for dense body copy (pick one)

Garamond

Minion Pro

Universal

Slab-serif fonts for titles, headlines and level-one headings

Rockwell Regular/
Rockwell Bold

Sans serif fonts for level-one headings, subheads and body copy (pick one family)

Calibri family

Verdana family

Serif fonts for dense body copy (pick one)

Garamond

Palatino Linotype

Using Typography – Examples

DO Use a slab serif font (like Arvo or Memphis) for big headlines, page headlines and section headlines. Use a sans serif font family (like Myriad Pro) for all subheadlines and body copy.
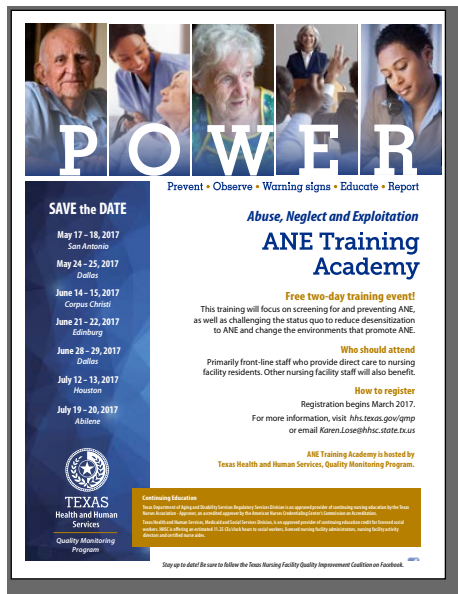
DON'T Don't use a slab serif font for body copy. Don't use all caps for anything other than small actionable areas, or short headlines.

Imagery

Photography Guidelines for the HHS Brand

Photography should communicate the HHS commitment to improving the care and wellbeing of Texans through the Champion archetype.

HHS photography should create the feeling of authenticity (not look staged), confidence,

professionalism, empowerment and engagement.

These guidelines apply to original photography shot by HHS Communications staff and stock photography purchased online.

Taking and Selecting Champion Photos

DO

- Shoot photos in an appropriate, live environment where the subject appears natural and engaged.
- Have the Champion brand conveyed by the photo's main subject, preferably an HHS employee.
- Show HHS employees being champions for the people of Texas when appropriate. (Sensitive topics should not show an employee being a champion.)
- Follow the essential color palette of HHS branding guide.
- Use bright and well-lit photos with accurate white balance.
- Have a clear focal point.
- Shoot photos at eye level or slightly below the subject when possible to create the feeling of confidence.
- Incorporate diversity when choosing models.
- Shoot photos in RAW format.
- Shoot with plenty of space around the subject to give designers flexibility in cropping.

DON'T

- Shoot at odd angles.
- Place subjects close to the background wall because it will flatten the image.
- Use photos of people looking sad or unhappy.
- Use photos of people conveying emotions outside the Champion brand, such as overly ecstatic.
- Use busy photos without a clear focal point.
- Use cluttered backgrounds.
- Use colored light that will alter the skin tone of the subject.
- Shoot or use images that look staged.
- Have subjects with patterned clothing that could cause the moiré effect.
- Shoot logos or brands on clothing.
- Create distortion by using an extra wide-angle lenses.

Champion Photographs – Examples

DO Use images that feature people looking natural and engaged, in stances that convey Champion. Full light is used without creating harsh shadows or soft edges and blue tones dominate.

DON'T Shoot at odd angles, use harsh shadows or show emotions not in line with the Champion brand.
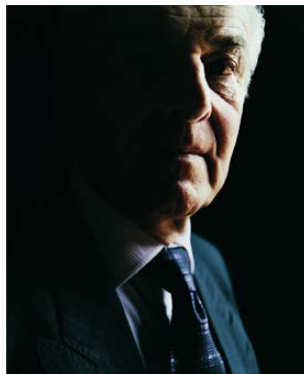
Design Elements

Design Elements for the HHS Brand

The design elements include patterns, textures, shapes and lines chosen to reinforce the Champion archetype.

Patterns incorporate solid, angular and bold details that signify the confidence and stability found in a Champion brand. Other elements include strong geometric shapes such as stars, frames and the shape of Texas.

Each element used should give personality to the design and should not have a personality of its own. The colors of each pattern and shape can be adjusted to a shade found within the HHS color palette to broaden their utility.

Patterns and Textures

DO Use solid, angular, bold and geometric shapes, adjusted to fit the color palette.

Thinkstock: 183954960
99778482

Thinkstock: 470797544
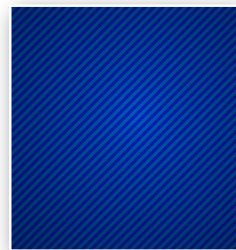
Thinkstock: 485168235

Thinkstock: 471009664

Thinkstock: 498882575
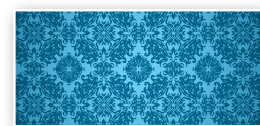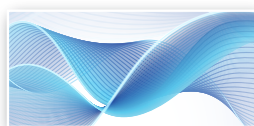
Thinkstock: 183954960
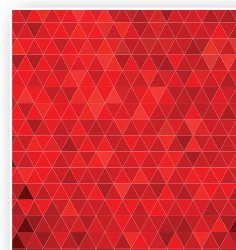
Thinkstock: 483658596

Thinkstock: 499536815

DON'T Use patterns with flourishes that are overly ornate or soft.

Design Elements

Arrows

DO   Use simple angular shapes, adjusted to fit the color palette.

DON'T   Do not use soft, swirly, grungy or overly complicated shapes.

Design Elements

Shields

DO Use Champion shapes, like shields and stars. They should be simple, bold and be adjusted to fit the color palette.

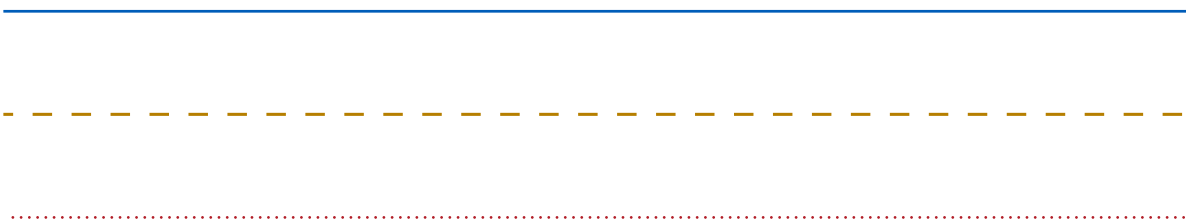Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonumy nibh euismod

DON'T Do not inadvertently use shapes to create what could be mistaken for a logo.

COMMUNITY SERVICES
LOREM IPSUM DOLOR SIT
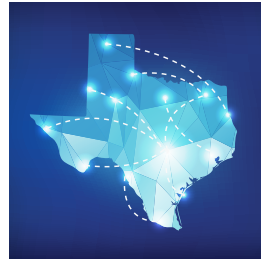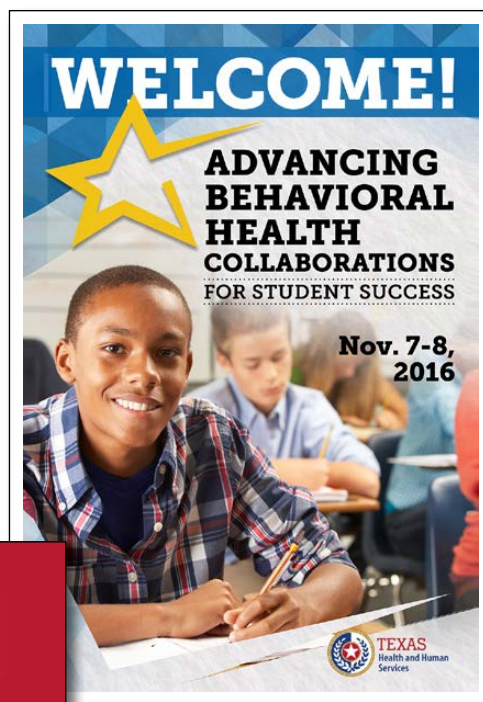
Stars

Dividing lines

Texas
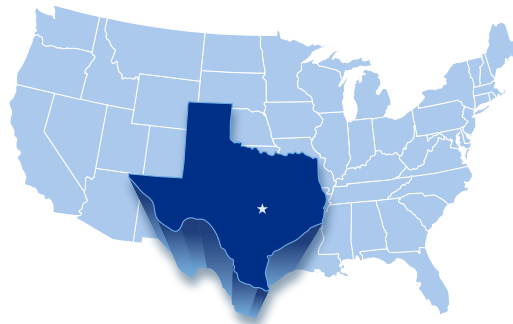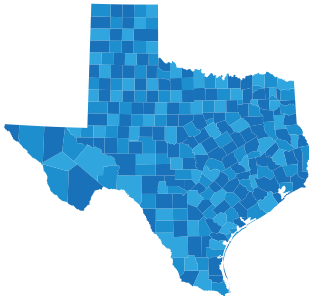
Design Elements – Examples

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Brand
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- For questions regarding the brand guide, contact Media Services at *media.services@hhsc.state.tx.us*

- For questions related to web content, contact Web Services at *webrequests@hhsc.state.tx.us*